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Folder 1

THE CINEMATOGRAPH

& PHONOGRAPH C^o.

Awarded the GRAND PRIX

at the Exposition Universelle, 1900

FORMERLY

PATHE Frères

CAPITAL : f 106,666-0-0.

Head Office : 98, rue Richelieu

Cinematograph Department : 8, rue Saint-Augustin

PARIS

Telegraphic address : Phonograph-Paris.

Alcohol and its Victims

Special Supplement for May, 1902

N.-B. — The general catalogue of cinematograph films will be sent post free to anyone enquiring for it at 8, rue Saint-Augustin, Paris.

NOTICE

We were right when we said last year that the drama would be as favourably received by the public as the comic scenes and fairy tales.

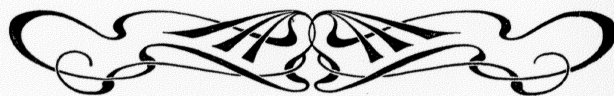
The success gained by the « STORY OF A CRIME » is a proof of it. Having met with this encouragement, we now offer to our Clients a piece more dramatic than the preceding one, more interesting and more moral, for it touches a social wound which spreads more and more every day, that is the taste for.

ALCOHOL.

As the Authorities are powerless in the face of this terrible plague, we believe that by editing this scene, we shall come to the help of the numerous temperance societies who believe as we do, that to fight this evil which decimates humanity, example is better than precept.

Is not the Cinematograph above all the distraction of the poor and the workmen? Therefore nothing better than the Cinematograph could assist in showing the ravages caused by drinking alcohol.

Consequently, we are sure of attaining a double purpose, first to interest our clients, and second to aid as far as possible to blot out this terrible evil which not only acts on the present generation, but which will have its effect on those to come.



Alcohol and Its Victims

Drama for the Cinematograph in 5 pictures.



Code word : **Alcool**. — Length : 450 ft. — Price : £ 11-5-0.

Duration of the projection : 10 minutes.

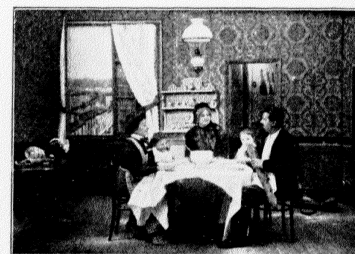


LEGEND



1st PICTURE. — Interior of a workman's Home, happy and prosperous.

We are inside a workman's home where everything is orderly and clean. Whilst the husband is out working, his wife is still able to do some sewing to increase the meagre pittance of the household, and thanks to her mother who looks after the little ones, it is easy to see that nothing is wanting.



But the hour is advancing. The husband will soon be back from

his work so the cloth is quickly laid. Indeed he is not long in arriving. He places his tool-bag in a corner and everybody runs to kiss him. The hot soup is served, and judging from the general satisfaction, nothing seems to indicate that the most frightful curse is hovering over this respectable family which is soon to be reduced to the most dire misery.

2nd PICTURE. — The first step to the public-house.

He is on his way to work one morning when he meets some of his comrades of rather bad character; good-for-nothings who pass the greatest part of their existence in the public-house instead of being at work. They offer him a glass as is usual when they meet.



At first he refuses, but the sarcasm to which he is subjected induces him to yield. And then! What? After all, he is a man, and just one little glass has never killed anyone. Unfortunately, these exchanges of politeness are common among workmen, and he feels bound to pay his turn; in this way one glass succeeds another, the alcohol finds its way by degrees into the system of these poor creatures, and soon the habit becomes a vice. From that time they are not able to find their way to the workshop, they follow the downward track which leads to ruin and then to folly.

3rd PICTURE. — Alcohol and its ravages. — His wife comes to fetch him from the public-house.

The poor fellow does not think that during this time his wife and children are suffering at home, and Saturday being pay-day,

whilst he is gambling away his wages so hardly earned, she is often obliged to come to the public-house to get out of him the few pence which he has left in order to give the little ones something to eat. Perhaps a rash thing to do, for alas! excited by drink he is no longer conscious of what he is doing, and drives her away pitilessly.



4th PICTURE. — In the garret. — Misery.

The home, which was formerly so prosperous, has passed through every stage of decline until at last we find it in an absolute state of misery in a garret without fire or bread, and with only a heap of rags for the poor starved children to sleep on. The mother has found a crust of bread in the bottom of the cupboard which she divides between

her two children who devour it ravenously.



But, someone is coming up stairs, it is the father. In what condition will he be! He opens the door brusquely; he is drunk. His wife, maddened with rage, rushes at him, she wants money and bread for the hungry children, but he has not a halfpenny he has spent everything at the

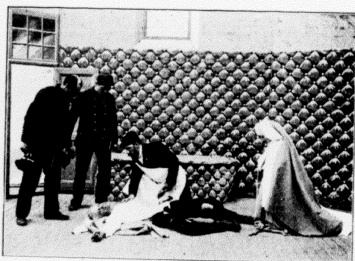
public-house. The unhappy woman is done up and sinks down under the blows given by the husband who is mad with drink, and he breaks up what is left of the furniture in the garret.

5th PICTURE. — The Asylum. — The padded-room.
Delirium Tremens.

Drink has done its work. We are now confronted with the asylum where our poor hero is confined in the padded room. He is no longer a man, but an abject brute and is forced to wear a sort of suit which prevents him from harming himself, as he is now suffering from that mania which is peculiar to drink, viz : Delirium Tremens.

At first he seems to be in a state of complete prostration, but under the influence of alcohol which has turned his brain, he is the victim of the most frightful hallucinations, such as fires, funerals,

massacres and scenes of carnage. Then he fancies he sees such animals as rats, dogs, cats, spiders and better still, living monsters which do not exist but in the disordered brain of a man subject to such a mania. Ultimately, he gets in such a state of terror which gives him such strength, that he succeeds in tearing off the



jacket which should prevent him from injuring himself.

He is now free and begins to tear himself to pieces : he wants to get away from the animals which he thinks are round about him, but the cell is too small, he cannot escape from them.

In striving to avoid the pictures which run through his brain, his nervous system has reached its climax, and the brute, quite overcome, falls down to rise no more.

NOTICE

Our Clients will no doubt be glad to know that we have had printed by the well known artist FÁRIA, a coloured poster size about 4-0 x 5-0 representing the various pictures figuring in this drama, which we hold at their disposal for the price of 1 shilling each.

Ask for the new catalogues for 1902.

